Kiwanis

Club Excellence Tool

Club excellence is about delivering a meaningful and fulfilling club experience to all members. By providing a positive club experience and educating and inspiring members, you take important steps to ensure your club's vitality and strength—and help grow Kiwanis. You can help your club and your members by evaluating your club experience. Creating an excellent club experience is everyone's responsibility. Review and discuss your answers with club leaders and members, and determine how you can make the most of your club meetings.

This is not a test. It's a self-evaluation tool designed to help you monitor the health of your Kiwanis club. You do not pass or fail. Based upon your responses, you'll be encouraged to evaluate your club, recommend improvements and implement them.

0 = Never 1 = Rarely 2 = Occasionally 3 = Frequently 4 = Always

Membership growth:

_____ There is an active membership committee in our club.
_____ Our club conducts at least one membership campaign each year.
_____ Each year our club has a clearly stated growth goal.
_____ New members are encouraged to ask their friends to join.
_____ Members who sponsor other members are recognized for their efforts.
_____ Guests are welcomed and warmly introduced at club meetings.
_____ New members are inducted into the club in a meaningful ceremony.
_____ New members attend an orientation session about Kiwanis.

Community service:

_____ Our club completes a community analysis at least once every two years.
_____ Our club sponsors at least one Service Leadership Program or Kiwanis branded program.
_____ Kiwanis members assist with Service Leadership Program projects.
_____ Our club recognizes members for their service hours/participation.
_____ Most members participate in the club's service projects.
_____ Ideas for new service projects are reviewed and often implemented.
_____ Our club is a "hands-on" service oriented club versus a check-writing club.

Public relations/marketing:

_____ Our club has an active public relations committee.
_____ Stories of our impact with children are submitted to the local media.
_____ Our club's community service is mentioned regularly in the media.
_____ Members wear Kiwanis apparel at fundraising events and service projects.
_____ Kiwanis logos/signs are displayed at club fundraising or service activities.
_____ Our members are good storytellers and share their stories with others.
_____ Our club maintains an informative and up-to-date website.

Education/member experience:

_____ Our club completes a membership survey each year.
_____ Our club leadership team attends Club Leadership Education conferences each year.
_____ Our club sends delegates to the district convention each year.
_____ Our meetings are fun, organized and productive.
_____ There is an expectation that our club will be recognized as a Distinguished Club each year.
_____ Our club has a directory for member use and reference.
_____ Our club hosts social events for club members, family and guests several times a year.
_____ Our club has a leadership succession plan.

Total score: _____

Assess club excellence

Evaluate the results:

One of the benefits of Kiwanis is that clubs are unique in their service and culture. The goal is the same for everyone in the Kiwanis family—to offer significant service in our communities and provide an experience that will retain as well as obtain new members. Use the results of this tool to build a one-, two- and three-year plan to guide your club. Kick off the Planning Your Club's Success program and document what to continue doing, stop doing and start doing—and, more importantly, when and how to implement your plan.

Club excellence score:

Is your score 100 or more? Congratulations! Your overall club experience is a great representation of how your club impacts your community and its members. Celebrate your successes and think about how they can inspire opportunities for improvement. What are you doing well? How can those qualities bridge the gap between your club's strengths and opportunities for improvement?

Is your score between 75 and 100? Good work. Build on the momentum of your current strengths. Not sure where to start? Look at your club meeting. A guest's first impressions mean everything. If the club meeting isn't a good use of visitors' time, they may think twice before visiting again. Review those areas you honestly answered 1, 2 or 3 and think about how you can implement change.

Is your score less than 75? Thank you for your honesty. The first step to implementing change is acknowledging that change needs to occur. Where do you start? Before you actively recruit new members to a meeting, discuss how to make the meeting experience more meaningful. Review the statements in the Club Excellence Tool, and if the answer "always" is the goal, take the next step toward Planning Your Club's Success.

Ideas for my club

Membership growth

Community service

Public relations/marketing

Education/member experience

For more resources and information contact Kiwanis International Member Services by calling 1-800-KIWANIS (toll-free, USA and Canada) or +1-317-875-8755 (worldwide), ext. 411, or by e-mailing us at memberservices@kiwanis.org or visiting www.KiwanisOne.org.